

# CYNTHIA ZERGER

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## EDUCATION

### **Master of Urban and Regional Planning, May 2008**

University of Minnesota Twin Cities, Humphrey School of Public Affairs

### **Master of Landscape Architecture, May 2008**

University of Minnesota Twin Cities, College of Design

### **Bachelor of Arts in Sociology, May 1998**

St. Lawrence University, Canton, New York

## ADDITIONAL EDUCATION AND TRAINING

**Art of Hosting Communication Training.** Training focused on integrative leadership, communication, and facilitation skill development. Saint Paul, MN, August 2011.

**The Dutch Experience.** Study focused on multi-modal transportation, housing, and urban design in Amsterdam, Almere, and Leidsche Rijn. Utrecht, Netherlands (College of Design, University of Minnesota M-Term), May – June 2007.

## PROFESSIONAL EXPERIENCE

### **Research Fellow / Humphrey School of Public Affairs / May 2012 – Present**

- Development and delivery of research projects, ensuring successful execution of project tasks in partnership with Associate Professor Carissa Schively Slotterback
- Conduct research and provide technical assistance to state and local agencies in transportation and sustainability planning
- Project management of applied research projects
- Development of communication materials including reports, working papers, and presentations for multiple audiences
- Curriculum development and delivery of graphic design workshops for Humphrey School students

### **Center Coordinator and Research Fellow / Center for Changing Landscapes / October 2009 – May 2012**

- Coordinated Center research and outreach activities focused on transportation and land use planning projects
- Provided technical assistance to state, county, and local governments
- Provided day to day support and leadership for Center staff including project management and staff supervision
- Provided design direction of the Center's communication materials including reports, white papers, and presentations

### **Landscape Architecture Associate / Coen + Partners / June 2007 – October 2009**

- Served as project manager of various urban and residential landscape architectural projects
- Assisted in the development of designs, specifications, and construction administration of projects
- Co-managed business development initiatives, team strategy, and office public relations

### **Research Assistant / Humphrey School of Public Affairs / September 2006 – May 2007**

- Conducted extensive research on public participation in transportation planning and design for the American Institute of Architects Moving Communities Forward Project
  - Developed written materials to communicate best practices and lessons learned
- Project link: <http://www.movingcommunitiesforward.org/>

### **Development Manager / United States Ski and Snowboard Association (USSA) / June 2000 – May 2004**

- Developed and managed events, calendar, and operating budget for 3,000 athletes in the Central Division
- Served as one of three field managers for the national governing body of sport in alpine skiing
- Served as staff liaison to the Central Division Alpine Competition Committee
- Served as project leader and coordinator on various national and international development events

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## RECENT RELEVANT PROJECT AND RESEARCH EXPERIENCE

### **Minnesota Department of Transportation Complete Streets Guidebook / 2013 – 2014**

Research fellow working with the Center for Transportation Studies to develop a comprehensive guidebook on complete streets planning, design, and implementation. My work is focused on developing project methodology, conducting a meta-analysis of relevant literature, and authoring key chapters of the guidebook on planning and design processes.

### **Planning and Implementation of Complete Streets at Multiple Scales / 2011 – 2013**

Co-Investigator and project manager of a research project focused on evaluating complete streets planning and implementation approaches in eleven communities across the nation. My work is focused on reviewing key planning documents and conducting stakeholder interviews to gather and synthesize diverse approaches in planning, policy development, and implementation practices.

### **Minnesota's Network of Parks and Trails for Legacy Funding / 2010 – 2011**

Project manager and research fellow for a statewide inventory and framework to create a context for planning and funding decisions for natural resource-based parks and trails for the next 25 years. My work included communication with multiple federal, state, and local agencies, development of study protocol and data management strategies, interdisciplinary team coordination, delivering presentations, and directing report graphics.

### **MinnesotaGO: Crafting a Vision for the Future / 2011**

Project manager and research fellow tasked with the development and implementation of a public participation plan for the MnDOT MinnesotaGO statewide visioning process. My work focused on developing the public participation plan, researching trends, writing and developing participatory scenario planning materials, and drafting the public engagement outcomes summary information to help inform a statewide multi-modal transportation vision statement.

## PUBLICATIONS

Schively Slotterback, C., and C. Zerger. MnDOT Hear Every Voice Public Engagement Case Studies. Last modified September 2011. Case studies: <http://www.dot.state.mn.us/publicinvolvement/studies.html>.

Oftedal, A., M. Davenport, I.E. Schneider, C. Zerger, B. Schreurs, and M. Vogel. 2011. *An ecosystem approach to recreation location quotients*. **Forests** 2(4): 993-1012. Full article: <http://www.mdpi.com/1999-4907/2/4/993/>

Vogel, M., C. Zerger, M. Davenport, and I.E. Schneider. 2011. *Minnesota's network of parks and trails: Inventory*. Minneapolis, MN: University of Minnesota. Full report: <http://ccl.design.umn.edu/mnpat.html>

Vogel, M., C. Zerger, M. Davenport, and I.E. Schneider. 2011. *Minnesota's network of parks and trails: Framework*. Minneapolis, MN: University of Minnesota. Full report: <http://ccl.design.umn.edu/mnpat.html>

## PRESENTATIONS

Zerger, C. (presenter/panelist). "Building Resiliency to Climate Change in Land Management." 28th Annual Conference on Policy Analysis. Saint Paul, MN (October 10, 2012).

Zerger, C. (presenter/panelist). "Working on Common Ground: Public Participation and Transportation." Center for Transportation Studies Annual Research Conference. Saint Paul, MN (May 23, 2012).

Schively Slotterback, C. and C. Zerger. "Participatory Scenario Planning to Develop a 50-year Transportation Vision." Poster presentation at the Transportation Research Board Annual Meeting. Washington D.C. (January 22-26, 2012).

Vogel, M., and C. Zerger. "Planning with Parks and Trails in Mind: Transportation and Research Implications from the 2011 Parks and Trails Inventory." Center for Transportation Studies Annual Research Conference. Saint Paul, MN (May 23, 2011).

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Zerger, C. and M. Davenport. "Planning with Parks and Trails in Mind: Overview and Implication of Minnesota's Network of Parks and Trails." American Planning Association Minnesota Chapter Annual Conference. Saint Cloud, MN (September 29, 2011).

Zerger, C. and M. Davenport. "Minnesota's Network of Parks and Trails." MnDOT's Non-motorized Transportation Research Committee. Roseville, MN (October 5, 2011).

Zerger, C. "Using Social Media in Public Relations Efforts." American Society of Landscape Architects online webinar series (June 15, 2011).

Schively Slotterback, C. and C. Zerger. "Public Engagement: Best Practices and Lessons Learned from Case Studies." MnDOT training series presentation and webinar. Arden Hills, MN (June 14, 2011).

## **INVOLVEMENT AND SERVICE**

UMN Center for Transportation Studies Planning & Environment Research Council Friend, 2012 – Present

Technical Advisory Committee Member for MnDOT's Statewide Bicycle Plan, 2012 – 2013

Technical Advisory Panel Member for MnDOT's Statewide Bicycle Map, 2012 – 2013

UMN Conference on Policy Analysis Planning Committee Member, 2013

American Society of Landscape Architects (ASLA) Minnesota Chapter Executive Committee Member, 2009 – 2012

ASLA National Public Awareness Campaign Minnesota Representative, 2011 – 2012

## **PROFESSIONAL MEMBERSHIPS**

American Planning Association, 2008 – Present

Association of Bicycle and Pedestrian Professionals, 2011, 2013 – Present

## **SOFTWARE PROGRAM PROFICIENCY**

Adobe Creative Suite 6.x

ArcGIS 10.x

Microsoft Office Suite

SPSS